103D CONGRESS 2D SESSION

H. R. 3813

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

IN THE HOUSE OF REPRESENTATIVES

February 8, 1994

Mr. Gejdenson (for himself, Mr. Studds, Ms. Furse, Ms. Cantwell, Mr. Roth, and Mrs. Meyers of Kansas) introduced the following bill; which was referred to the Committee on Foreign Affairs

A BILL

To amend the Export Enhancement Act of 1988 to promote further United States exports of environmental technologies, goods, and services.

- 1 Be it enacted by the Senate and House of Representa-
- 2 tives of the United States of America in Congress assembled,
- 3 SECTION 1. SHORT TITLE.
- 4 This Act may be cited as the "Environmental Export
- 5 Promotion Act of 1994".

1	SEC. 2. PROMOTION OF UNITED STATES ENVIRONMENTAL
2	EXPORTS.
3	(a) Environmental Technologies Trade Advi-
4	SORY COMMITTEE.—Section 2313 of the Export Enhance-
5	ment Act of 1988 (15 U.S.C. 4728) is amended—
6	(1) by striking subsection (d);
7	(2) by redesignating subsection (c) as sub-
8	section (e); and
9	(3) by inserting after subsection (b) the follow-
10	ing:
11	"(c) Environmental Technologies Trade Advi-
12	SORY COMMITTEE.—
13	"(1) Establishment and purpose.—The
14	President shall establish the Environmental Tech-
15	nologies Trade Advisory Committee (hereafter in
16	this section referred to as the 'Committee'). The
17	purpose of the Committee shall be to provide advice
18	and guidance to the Working Group in the develop-
19	ment and administration of programs to expand
20	United States exports of environmental technologies,
21	goods, and services.
22	"(2) Membership.—The members of the Com-
23	mittee shall be drawn from representatives of—
24	"(A) environmental businesses, including
25	small businesses;

1	"(B) trade associations in the environ-
2	mental sector;
3	"(C) private sector organizations involved
4	in the promotion of environmental exports; and
5	"(D) other appropriate interested members
6	of the public.
7	"(d) Export Plans for Priority Countries.—
8	"(1) Priority country identification.—
9	The Working Group, in consultation with the Com-
10	mittee, shall annually assess which foreign countries
11	have markets with the greatest potential for the ex-
12	port of United States environmental technologies,
13	goods, and services. Of these countries the Working
14	Group shall select as priority countries 5 with the
15	greatest potential for the application of United
16	States Government export promotion resources relat-
17	ed to environmental exports.
18	"(2) Export plans.—The Working Group, in
19	consultation with the Committee, shall annually cre-
20	ate a plan for each priority country selected under
21	paragraph (1), setting forth in detail ways to in-
22	crease United States environmental exports to such
23	country. Each such plan shall—
24	"(A) identify the primary public and pri-
25	vate sector opportunities for United States ex-

1	porters of environmental technologies, goods,
2	and services in the priority country;
3	"(B) analyze the financing and other re-
4	quirements for major projects in the priority
5	country which will use environmental tech-
6	nologies, goods, and services, and analyze
7	whether such projects are dependent upon fi-
8	nancial assistance from foreign countries or
9	multilateral institutions; and
10	"(C) list specific actions to be taken by the
11	member agencies of the Working Group to in-
12	crease United States exports to the priority
13	country.".
14	(b) Additional Mechanisms to Promote Envi-
15	RONMENTAL EXPORTS.—Section 2313 of the Export En-
16	hancement Act of 1988 is further amended by adding at
17	the end the following:
18	"(f) Environmental Technologies Specialists
19	IN THE UNITED STATES AND FOREIGN COMMERCIAL
20	Service.—
21	"(1) Assignment of environmental tech-
22	NOLOGIES SPECIALISTS.—The Secretary of Com-
23	merce shall assign a specialist in environmental tech-
24	nologies to the office of the United States and For-

eign Commercial Service in each of the 5 priority

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countries selected under subsection (d)(1), and the Secretary is authorized to assign such a specialist to the office of the United States and Foreign Commercial Service in any country that is a promising market for United States exports of environmental technologies, goods, and services. Such specialist may be an employee of the Department, an employee of any relevant United States Government department or agency assigned on a temporary or limited term basis to the Commerce Department, or a representative of the private sector assigned to the Department of Commerce.

"(2) Duties of environmental tech-Nologies specialists.—Each specialist assigned under paragraph (1) shall provide export promotion assistance to United States environmental businesses, including, but not limited to—

"(A) identifying factors in the country to which the specialist is assigned that affect the United States share of the domestic market for environmental technologies, goods, and services, including market barriers, standards-setting activities, and financing issues;

"(B) providing assessments of assistance by foreign governments that is provided to pro-

1	ducers of environmental technologies, goods
2	and services in such countries in order to en-
3	hance exports to the country to which the spe-
4	cialist is assigned, the effectiveness of such as-
5	sistance on the competitiveness of United
6	States products, and whether comparable Unit-
7	ed States assistance exists;
8	"(C) training Foreign Commercial Service
9	Officers in the country to which the specialist
10	is assigned, other countries in the region, and
11	United States and Foreign Commercial Service
12	offices in the United States, in environmental
13	technologies and the international environ-
14	mental market;
15	"(D) providing assistance in identifying
16	potential customers and market opportunities in
17	the country to which the specialist is assigned
18	"(E) providing assistance in obtaining nec-
19	essary business services in the country to which
20	the specialist is assigned;
21	"(F) providing information on environ-
22	mental standards and regulations in the coun-
23	try to which the specialist is assigned; and
24	"(G) providing information on all United

States Government programs that could assist

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- 1 the promotion, financing, and sale of United
- 2 States environmental technologies, goods, and
- 3 services in the country to which the specialist is
- 4 assigned.
- 5 "(g) Environmental Training in One-Stop
- 6 SHOPS.—In addition to the training provided under sub-
- 7 section (f)(2)(C), the Secretary of Commerce shall estab-
- 8 lish a mechanism to train—
- 9 "(1) Commercial Service Officers assigned to
- the one-stop shops provided for in section
- 11 2301(b)(8), and
- 12 "(2) Commercial Service Officers assigned to
- district offices in districts having large numbers of
- environmental businesses,
- 15 in environmental technologies and in the international en-
- 16 vironmental marketplace, and ensure that such officers re-
- 17 ceive appropriate training under such mechanism. Such
- 18 training may be provided by officers or employees of the
- 19 Department of Commerce, and other United States Gov-
- 20 ernment departments and agencies, with appropriate ex-
- 21 pertise in environmental technologies and the international
- 22 environmental workplace, and by appropriate representa-
- 23 tives of the private sector.
- 24 "(h) International Regional Environmental
- 25 Initiatives.—

"(1) ESTABLISHMENT OF INITIATIVES.—The TPCC shall establish international regional environmental initiatives the purpose of which shall be to coordinate the activities of Federal departments and agencies with the activities of State and local governmental institutions and the private sector to build environmental partnerships between the United States and the geographic region outside the United States for which such initiative is established. Such partnerships shall enhance environmental protection and promote sustainable development by using technical expertise and financial resources of the United States in the region and by expanding United States exports of environmental technologies, goods, and services to that region.

"(2) ACTIVITIES.—In carrying out each international regional environmental initiative, the TPCC shall—

"(A) support the development of sound environmental policies and practices in countries in the geographic region for which the initiative is established, including the development of environmentally sound regulatory regimes and enforcement mechanisms, through the provision of foreign assistance;

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1	"(B) identify and disseminate to United
2	States environmental businesses information re-
3	garding specific environmental business oppor-
4	tunities in that geographic region;
5	"(C) coordinate existing Federal efforts to
6	promote environmental exports to that geo-
7	graphic region, and ensure that such efforts are
8	fully coordinated with environmental export
9	promotion efforts undertaken by the States and
10	the private sector;
11	"(D) increase assistance provided by the
12	Federal Government to promote exports from
13	the United States of environmental tech-
14	nologies, goods, and services to that geographic
15	region, such as trade missions, reverse trade
16	missions, trade fairs, and programs in the Unit-
17	ed States to train foreign nationals in United
18	States environmental technologies; and
19	"(E) increase high-level advocacy by Unit-
20	ed States Government officials for United
21	States environmental businesses seeking market
22	opportunities in that geographic region.
23	"(i) Environmental Technologies Project Ad-
24	VOCACY CALENDAR.—The Working Group shall maintain

25 a calendar, updated at the end of each calendar quarter,

- 1 of significant opportunities for United States environ-
- 2 mental businesses in foreign markets and trade promotion
- 3 events, which shall be made available to the public. Such
- 4 calendar shall—
- 5 "(1) identify the 50 to 100 environmental infra-
- 6 structure and procurement projects in foreign mar-
- 7 kets that have the greatest potential in the calendar
- 8 quarter for United States exports of environmental
- 9 technologies, goods, and services; and
- 10 "(2) include trade promotion events, such as
- trade missions and trade fairs, in the environmental
- sector.
- 13 "(j) Definition.—For purposes of this section, the
- 14 term 'environmental business' means a business that pro-
- 15 duces environmental technologies, goods, or services.".

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